



Progress and Strategy for 2016

ASICS Corporation

August 9, 2016

Expansion of eCommerce



Sports wear in daily life

Establish a strategic sales organization

New concept products and integrated marketing

Product

Accelerate new product launch to market



2015

July

November

2016

February

July



Product



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fuzeX "Country Pack"

Product

Strengthen the superiority of quality and function

DON'T RUN, FLY

DynaFlyte™ with
FlyteFoam™



FlyteFoam is approximately 55% lighter than the previous material and is ASICS' lightest midsole. Products using FlyteFoam are sequentially increased.

Americas

Establish a new base in Boston





Develop new DTC channel



Connect with rewards card service



Collaboration with University



Develop new wholesale channels

Selling our products in convenience stores

Collaboration with local community



China

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“ASICS STORE SHANGHAI, HUI HAI ROAD”
Grand opening

Southeast /South Asia

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असिक्स



ASICS LINKING ROAD, MUMBAI



ASICS Beat the Sun challenge is an unique trail running relay race around Mont Blanc between sunrise and sunset on the summer solstice.



Oceania

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WANT IT MORE

asics

Lifestyle

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Onitsuka Tiger NIPPON MADE
Dyed leather marbling print "MEXICO 66 DELUXE"

Lifestyle



Japan "mita sneakers"

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Canada
"REIGNING CHAMP"



asics
REIGNING
CHAMP

Netherlands "Patta"



Spain
"24 KILATES"



WANT IT MORE



#WANTITMORE





